

EXHIBIT 53

- 2008 -- Dynamic allocation
 - Description -- Solicit real time bids from AdX
 - Context -- pre doubleclick acquisition; designed to improve revenue to publishers
 - Competitive evaluation -- could not be done with other demand sources at that time.
- 2014 -- Enhanced dynamic allocation
 - Description -- Improve allocation between direct and indirect demand sources
 - Context --
 - Competitive evaluation -- benefits AdX and other sources of demand; in fact benefits remnant line items more than it does AdX
- Current world
 - Unified first price auction; No last look
 - All sources of demand compete with consistent rules
- Last look
 - Pre-acquisition -- feature of dynamic allocation
 - Designed with the principle to increase publisher revenue
 - When designed could not have been afforded to other sources of demand for structural reasons
 - No longer exists